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ABSTRACT

In 1988, the Chancellor's Office of the California Community Colleges (CCC) established an Economic Development Program (EDP) to support community colleges' efforts to provide education, training, and technical services to business and industry. The EDP's mission was to establish model programs, demonstration projects, and college/business partnerships. The 14 program categories under which colleges could submit funding proposals included: (1) Business Resource, Assistance, and Innovation Network; (2) Centers for Applied Competitive Technologies; (3) Centers for International Trade Development; (4) Regional Environmental Business Resource and Assistance Centers; (5) Workplace Learning Resource Centers; (6) Statewide Coordination Network and Locally-Based Statewide Program Coordination; (7) Regional Economic Development and Contract Education Technical Support, and In-Service Training Coordination; (8) Employer-Based Training; (9) Economic Development Training Set-Aside; (10) Vocational Education/Technology Instructor and Career-Counselor In-Service Training; (11) Technical Instructor Intensive In-Service Training; (12) Environmental Hazardous Materials Technology Training Program; (13) Model Community Economic Development Programs; and (14) Project Evaluation and Annual Report. This report provides data on the 1991-92 proposals submitted for consideration in the 14 program areas, and on the continuing and new projects for 1992-93; describes in detail each of the 14 funding categories, reviewing programs funded, monies awarded, and characteristics and goals of the projects; and presents procedures and timelines for proposal submission and review. (PAA)

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Board of Governors
California Community Colleges
January 9-10, 1992

ECONOMIC DEVELOPMENT PROGRAM FUNDING PLAN: 1992-93

3

First Reading, Action Scheduled

Staff Presentation: *Pat Stanley, Dean*
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Board of Governors
California Community Colleges
January 9-10, 1992

ECONOMIC DEVELOPMENT PROGRAM FUNDING PLAN: 1992-93 3

First Reading, Action Scheduled

Background

In 1988, the Chancellor's Office established an Economic Development Program to support local Community College efforts to provide education, training, and technical services to California business and industry. The Program was codified by the State Legislature in 1991. The mission of the Economic Development Program is:

> "To advance California's economic growth and global competitiveness through quality education and services focusing on continuous workforce improvement, technology deployment, and business development."

Ten strategic priorities have been initiated to guide program development and implementation. These priorities are to acquire and leverage resources to establish model programs, demonstration projects, and partnerships which will:

1. Support business retention, expansion, and formation;
2. Increase California's global competitiveness;
3. Accelerate technology transfer, application, and deployment;
4. Promote innovation and continuous quality improvement;
5. Enhance international trade development;
6. Assist in environmental regulatory compliance, public safety, and related education;
7. Deliver workplace assessment and learning services;
8. Offer professional development education and certification;

9. Optimize access to systemwide economic development services by employers and provide coordination and support for regional and Statewide training; and

10. Provide intensive instructor training and structured worksite experience in subject areas of critical demand.

The Economic Development Program categorical funds are provided to the Community Colleges to provide incentive, accomplish the mission, and address the priorities established. The funding is used to implement programs that are carried out through the Community Colleges.

Currently, the Chancellor's Office has established seven continuing and seven annual Economic Development Program funding categories.

Continuing Programs:

1. Business Resource, Assistance, and Innovation Network (BRAIN)
2. Centers for Applied Competitive Technologies (CACT)
3. Centers for International Trade Development (CITD)
4. Regional Environmental Business Resource and Assistance Centers (REBRAC)
5. Workplace Learning Resource Centers (WpLRC)
6. Statewide Coordination Network (ED>Net) and Locally-Based Statewide Program Coordination
7. Regional Economic Development and Contract Education Technical Support, and In-Service Training Coordination

Annual Projects:

1. Employer-Based Training (EBT)
2. Economic Development Training Set-Aside
3. Vocational Education/Technology Instructor and Career-Counselor In-Service Training
4. Technical Instructor Intensive In-Service Training
5. Environmental Hazardous Materials Technology (EHMT) Training Program
6. Model Community Economic Development Programs
7. Project Evaluation and Annual Report

To be eligible for funding, Colleges must submit a response to a Request for Proposals (RFP), a Request for Qualifications (RFQ), or an Application for Funding. The requests are issued by the Chancellor's Office and developed through collaborative planning with other agencies and representatives of business, industry, and labor. The proposals must meet the established criteria described in the report that follows.

RFPs and RFQs are reviewed and ranked by teams made up of representatives of the California Department of Commerce; other State agencies; local educational agencies, including faculty and administrators; private sector business and industry;

and labor. Recommendations are made to the Chancellor for funding. Applications for Funding are reviewed by Chancellor's Office staff and recommended to the Chancellor for funding.

Analysis

The various centers and the Statewide Coordination Network demonstrate the ability of the Community Colleges to support both statewide and local economic development programs. Chancellor's Office staff anticipate that the Economic Development Program will continue to receive $6.31 million annually in funds for the 14 current programs. The total amount of funding requested by the Community Colleges for 1991-92 was **$13,516,694**. Projects that were recommended for funding requested a total of **$12,546,470**. Thirty-nine projects, totaling **$6,610,202** in funds requested *were* recommended for funding, but not funded due to the limited amount of funds available.

For the 1992-93 fiscal year, there will be a total of 47 continuing projects and an estimated 49 new annual projects, the majority of which will be in two programs, Employer-Based Training and Vocational Education/Technology Instructor and Career-Counselor In-Service Training.

Four Budget Change Proposals (BCPs) requesting an augmentation of $7,745,000 to expand the Economic Development Program in 1992-93 have been submitted to the Department of Finance. It is anticipated that one of the four may be recommended in the Governor's Budget. If this opportunity is realized the Workplace Learning Resource Centers category will be increased to $1 million and the total funding available the Economic Development Program will be $7.31 million in 1992-93.

Recommended Action

That the Board of Governors approve the Economic Development Program Funding Plan, and authorize the Chancellor to award funds for continuing programs and new projects according to the criteria, priorities, and procedures established for the purpose of economic development. Should additional funds become available after negotiation of final budgets, the Chancellor is authorized to award those funds in accordance with the criteria, priorities, and procedures established for the Economic Development Program.

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Economic Development Program Funding Plan

1992-93

Background

The Employer-Based Training (EBT) Program was established by the Legislature in 1982. Subsequently, various economic development programs were added to support Community College participation in local economic development activities by providing specialized education, training, and technical services to business and industry. In 1988, the California Community Colleges Economic Development Program was established by the Chancellor's Office through the budget development process. In 1991, the Program was codified by the Legislature and signed into statute by the Governor. The Economic Development Program is implemented through a network of local Community Colleges.

The Economic Development Program was initiated by the Chancellor's Office to respond to the challenge of maintaining California's economic leadership and its capacity for economic growth into the new century. The Program provides a systemwide infrastructure that supports and coordinates the Community Colleges' vast educational, training, and technical resources for the economic development required by that challenge. The Economic Development Program categories listed below provide incentives and resources to strengthen the system's response to that challenge.

The mission, which is subject to approval and amendment by the Board of Governors of the California Community Colleges includes, but is not limited to, all of the following:

- To advance California's economic growth and global competitiveness through quality education and services focusing on continuous workforce improvement, technology deployment, and business development.

- To coordinate a Community College response to meet statewide workforce needs which attracts, retains, and expands businesses.

- To develop innovative solutions, as needed, in identified strategic priority areas, including, but not limited to:

  - small business applications,
  - applied competitive technologies,
  - environmental issues,
  - health care delivery,
  - international trade, and
  - work place literacy.

- To identify, acquire, and leverage resources to support local, regional, and statewide economic development.
- To create logistical, technical, and marketing infrastructure support for economic development activities within the California Community Colleges.
- To optimize access to Community Colleges' economic development services.
- To develop strategic public and private sector partnerships.

Statewide Coordination Network

The Chancellor's Office has established the Economic Development Network of the California Community Colleges (ED>Net). A database and electronic bulletin board provide program support and help to disseminate information on services available to business and industry. Programs are supported by an operational unit that provides technical, logistical, and marketing support. A central contact (1-800-344-3812) for employers seeking the services of Community Colleges is staffed by specialists who can respond to questions, aid businesses in locating necessary Community College services or resources, and help employers determine their training needs.

Projects Submitted for Consideration in 1991-92

A total of 130 Economic Development projects were submitted in Fiscal Year 1991-92. Of those, 120 were recommended for funding, and 81 have been funded. Thirty-nine proposed projects were recommended for funding, but not funded due to budget limitations.

Economic Development Program

Number of Projects Submitted and Funded

1991-92

PROGRAMS	Projects Submitted	Projects Recommended for Funding	Projects Funded
Business Resource, Assistance, and Innovation Network	21	20	13
Centers for Applied Competitive Technologies (CACT)	11	10	8
Centers for International Trade Development (CITD)	11	10	8
Regional Environmental Business Resource and Assistance Centers	2	1	1
Workplace Learning Resource Centers	18	15	4
Statewide Coordination Network and Locally-Based Statewide Program Coordination	6	6	6
Regional Economic Development and Contract Education Technical Support and In-Service Training Coordination	7	7	7
Employer-Based Training Projects	19	17	6
Economic Development Training Set-Aside	2*	2*	0*
Vocational Education/Technology Instructor and Career-Counselor In-Service Training	23	22	22
Technical Instructor Intensive In-Service Training	2	2	2
Environmental Hazardous Materials Technology (EHMT) Training Program	3	3	3
Model Community Economic Development Programs	4*	4*	0*
Project Evaluation and Annual Report	1	1	1
Totals	**130**	**120**	**81**

The total amount of funding requested by local Community Colleges for 1991-92 was $13,516,694. Projects that were recommended for funding requested a total of $12,546,470. Eighty-one projects were funded at a cost of $5,936,268. Thirty-nine projects, totaling $6,610,202 in funds requested were recommended for funding, but not funded due to the limited amount of funds available. As funds become available from unexpended allocations, projects recommended but not funded, will be considered.

Economic Development Projects Funding Requested

1991-92

PROGRAMS	Total Dollars of Funding Requested	Total Dollars Requested for Projects Recommended for Funding	Total Dollars of Projects Funded
Business Resource, Assistance, and Innovation Network	$ 2,414,654	$ 2,261,774	$ 1,552,770
Centers for Applied Competitive Technologies (CACT)	990,000	900,000	720,000
Centers for International Trade Development (CITD)	825,000	750,000	600,000
Regional Environmental Business Resource and Assistance Centers	200,000	100,000	100,000
Workplace Learning Resource Centers	4,046,292	3,411,513	0
Statewide Coordination Network and Locally-Based Statewide Program Coordination	1,143,818	1,143,818	1,143,818
Regional Economic Development and Contract Education Technical Support, and In-Service Training Coordination	386,406	362,406	362,406
Employer-Based Training Projects	2,172,221	2,093,133	654,478
Economic Development Training Set-Aside	124,000 *	124,000 *	0 *
Vocational Education/Technology Instructor and Career-Counselor In-Service Training	469,745	455,268	455,268
Technical Instructor Intensive In-Service Training	225,000	225,000	225,000
Environmental Hazardous Materials Technology (EHMT) Training Program	46,500	46,500	46,500
Model Community Economic Development Programs	397,000 *	397,000 *	0 *
Project Evaluation and Annual Report	76,058	76,058	76,058
Totals	**$ 13,516,694**	**$ 12,546,470**	**$ 5,936,268**

* Project proposals were not actively solicited and projects were not funded due to no funding augmentation for these categories, however interest is extremely high for development of these projects.

There will be a total of 47 continuing projects and an estimated 49 new annual projects for the 1992-93 fiscal year. The majority of new projects will be in three programs: (1) Vocational Education/Technology Instructor and Career-Counselor In-Service Training, (2) Technical Instructor Intensive In-Service Training, and (3) Employer-Based Training.

Economic Development Program

Continuing Programs and New Projects for 1992-93

PROGRAM	Continuing Programs	New Programs or Annual Projects*
Business Resource, Assistance, and Innovation Network (BRAIN)	13	
Centers for Applied Competitive Technologies	8	
Centers for International Trade Development	8	
Regional Environmental Business Resource and Assistance Centers	1	
Workplace Learning Resource Centers	4	4
Statewide Coordination Network and Locally-Based Statewide Program Coordination	6	
Regional Economic Development and Contract Education Technical Support and In-Service Training Coordination	7	
Employer-Based Training Annual Projects	0	6
Economic Development Training Set-Aside	0	0
Vocational Education/Technology Instructor and Career-Counselor In-Service Training	0	20
Technical Instructor Intensive In-Service Training	0	14
Environmental Hazardous Materials Technology (EHMT) Training Program	0	4
Model Community Economic Development Programs	0	0
Project Evaluation and Annual Report	0	1
Totals	47	49

* The final number of new programs will depend in part on the 1992-93 Budget Augmentation Request, and may be lower than the number estimated.

Economic Development Program Categories

Economic Development Program categories have been established to fund continuing programs and annual projects at Community Colleges which support the strategic priorities and provide incentive to achieve the mission of the Program.

Business Resource, Assistance, and Innovation Network

The California Business Resource, Assistance, and Innovation Network (BRAIN) facilitates access by small businesses to the resources of the California Community Colleges. Among other activities, the Network will be responsible for implementing:

- The Small Business Development Centers and assistance programs at Community Colleges which provide comprehensive services to small business owners, and to individuals interested in starting a business;
- The California Small Business Innovation Research Program which include programs for the following:
  - Supplier and other small business formation and business development;
  - Supplier and other small business technology applications, or referrals to the California Community Colleges Centers for Applied Competitive Technologies, as appropriate; and
  - Public and private strategic alliance formation for purposes of product commercialization; and
- Collaborate with all public and private institutions of higher education; and with the Department of Commerce, including the California Small Business Development Center Program, and all state and federal agencies interested in referring small businesses to the network for purposes of facilitating state small business program services.

Community Colleges Business Resource, Assistance, and Innovation Network Trust Fund

The California Community Colleges Business Resource, Assistance, and Innovation Network Trust Fund has been created in the State Treasury as a special fund administered by the Board of Governors of the California Community Colleges. The Board may solicit direct contributions for deposit in the fund from various non-State public and private sources for the purpose of funding the California Community Colleges Economic Development Program. Upon appropriation by the Legislature, the fund may be used for purposes of administering contracts for providing services, through the program, to public and private entities.

Small Business Development Centers

As a part of the Business Resource, Assistance, and Innovation Network, Small Business Development Centers and assistance programs provide comprehensive services to small business owners, and to individuals interested in starting a business. These centers serve as information, resource, and referral agencies for the small business community. Confidential consulting services in management, financing, and marketing are available to individual business clients. In addition, the centers provide "How To" training workshops and classes. The end result is the creation of new businesses, improved management, increased productivity, business expansion, and job creation. By promoting successful and stable enterprises, the centers support the vital role of small business in California's economic development.

California Small Business Innovation Research Program

The California Small Business Innovation Research Program is charged with providing educational, technical, and financial assistance to any California small business*enterprise engaging in, or intending to engage in, research and development that is deemed to be innovative and in the long-term interest of the economy of the state. The Chancellor of the California Community Colleges is responsible for the administrative operation and control expenses necessary to carry out the program.

The intent of the Legislature in enacting the 1991 statute creating the program is to accomplish the following:

- Utilize the state's technical and fiscal resources to increase the real and potential benefits to California small business enterprises, including women and minority-owned businesses.
- Strengthen the ability of small business entrepreneurs to successfully compete.
- Provide assistance to California companies in commercialization of products and processes developed through research to aid the economic viability of California small business.
- Maintain and increase employment opportunities in technology oriented California firms.
- Utilize the expertise of California's successful small firms in improving the ability of the state's science and engineering talent to adapt fundamental principles of entrepreneurship to facilitate the successful creation of new products and processes for the commercial marketplace.

* "Small business" means a corporation, partnership, sole proprietorship, or individual operating a business for profit with 500 employees or less, including employees employed in any subsidiary or affiliated corporation which otherwise meets the requirements of the federal SBIR program.

Beginning in 1992, the Business Resource, Assistance, and Innovation Network will broaden it's assistance to business by establishing Small Business Innovation Research (SBIR) Projects in selected northern and southern Community Colleges currently operating Small Business Development Centers and/or Centers for Applied Competitive Technologies. These projects are to be supported on a fee-for-services basis; however, the fees my be paid by business or agency sponsors of the project. The activities of these SBIR projects will include:

- Provide public information and outreach services to California small businesses regarding opportunities for SBIR grant awards.
- Assist small business in identifying and applying for funds under Phase I or Phase II of the federal SBIR program in support of research and development work on innovative technical ideas.
- Provide access by California small business enterprises to computer aided design equipment and services; computer integrated design, manufacturing, and management systems; and other technical incubation resources as required.
- Utilize the resources of the California Community Colleges Economic Development Program in establishing a technology transfer information network.
- Provide networking services to facilitate liaison between small business enterprises and participating federal agencies, establish linkages with other business assistance resources, and provide assistance in identifying potential private sector commercialization funding and related support, including joint ventures and research and development partnerships. One goal of the program is to facilitate successful commercialization of resulting products and processes within four years of development.

Small firms interested in participating in the federal program must demonstrate to the federal funding agency all of the following:

- That the proposing firm can perform high quality research and development.
- That the proposed effort is technically feasible.
- That sufficient progress had been made to justify a much larger agency investment.

A "Phase I award" can mean federal SBIR awards of between twenty thousand dollars ($20,000) and fifty thousand dollars ($50,000) in support of approximately a six-month research effort.

A "Phase II award" can mean a federal SBIR award, ranging between two hundred thousand dollars ($200,000) and five hundred thousand dollars ($500,000), funding the principal research and development effort with a duration normally not exceeding two years.

California Small Business Innovation Research Internship Program

According to the Office of Technology Assessment's 1990 report, *Making Things Better*, due to demographic trends, by the year 2000, fewer young people are likely to enter engineering and science programs leading to rising costs to employers in securing technical engineering talent. While large companies and high technology firms will continue to employ engineers and scientists, an increasing number of small companies will find it difficult to afford even one engineer.

The Office of Technology Assessment also reports that American engineers are more likely to become managers earlier than foreign competitors, such as their Japanese counterparts, and to broaden knowledge by transferring between companies rather than within them.

The State can encourage the utilization of engineering talent by small entrepreneurs by recognizing the needs of graduating engineers for acquisition of engineering skills and expertise in innovative product and manufacturing process design.

The State took a step toward improving the situation in 1991. The state has established the California Small Business Innovation Research Internship Program in conjunction with the California Community Colleges Small Business Innovation Program. Commencing in 1992, the program provides for the following:

- Internships will be awarded to eligible engineering graduates of California Community Colleges.
- Eligibility criteria for engineering graduates shall include, but not limited to, all of the following:
  - Students shall be California residents.
  - Students shall have received faculty nomination based upon the following criteria:
    * Academic excellence in engineering disciplines.
    * Demonstrated vocational interest and capabilities in high technology fields.

- Internships awarded will fund the employment of an engineering graduate for a minimum of one semester in an SBIR firm's technical team.
- Qualifying SBIR firms must meet the following conditions:
  - Be successful recipients of Phase I and Phase II SBIR awards for research conducted in the state.
  - Be a California-based company having 51 percent or more of its business operations within the state.
  - Have a well formulated business plan and commercialization strategy for products or processes resulting from SBIR funded research.
- Funding for the internships must be from non-State sources with the exception of currently-funded State programs.

Centers for Applied Competitive Technologies

These centers share three characteristics or features in common: a demonstration site built around a Computer-Integrated Manufacturing and/or Enterprise (CIM/CIE); a philosophy based on Total Quality Management (TQM), together with a commitment to provide training and services to promote the TQM concept; and the use of technology transfer teams.

Currently, the centers are focusing on two applied competitive technologies and the process of transferring them to small- and medium-sized businesses. The two are Computer-Integrated Manufacturing and/or Enterprise (CIM/CIE), and Total Quality Management (TQM), using an approach known as technology transfer teams.

CIM/CIE helps companies simulate the manufacturing of products to give them a competitive edge in the marketplace. Instruction must simulate a real factory environment. Computer application software is used to drive automated systems to perform assembly, materials handling, and fabrication processes without interruption. New product designs, changes in manufactured products during production, and simultaneous manufacturing are among the possibilities made available by the flexibility integrated into a CIM/CIE environment.

Under the leadership of the centers' directors, TQM technology transfer teams made up of center staff, College faculty, technical experts, and representatives of private-sector sponsors help small- and medium-sized businesses evaluate their readiness for new technology and design a business or strategic plan. Toward that end, the centers are structured to be responsive, flexible, and ready to help business and industry access advanced technologies and applications that literally can transform their operations.

California Supplier Improvement Program (CalSIP)

One example of the implementation of technology transfer is the California Supplier Improvement Program (CalSIP), which trains employees of aerospace subcontractors in the methods of Continuous Quality Improvement. The program includes a "diagnostic prescriptive model," which is used to assess the current capabilities of a company to achieve its quality goals and to respond to identified quality deficiencies. The result is a plan for correcting defects through quality training. A curriculum has been developed and piloted that focuses on the principles of Continuous Quality Improvement, including Total Quality Management, "just in time" procurement, Statistical Process Control, and teamwork leadership and communications skills. This program developed in cooperation with the Department of Commerce has leveraged a commitment of $7 million in support from the State Employment Training Panel.

Centers for International Trade Development

The common goal of these centers is to serve small businesses, stimulate business formation, and provide programs and services that enhance the competitive strength of California business in the international marketplace.

Characteristics shared by the centers include a commitment to provide training and technical services to businesses interested in international exporting or importing. This includes the provision of: direct consulting, technical services, information dissemination, resource and referral services, and employee training.

The ED>Net International Trade Development Standing Committee currently coordinates the activities of eight designated International Trade Development Centers at individual Community Colleges, each of which addresses an area of specialized activities. Working through partnerships with community organizations, the Colleges use their resources to provide a variety of services that support international trade development in their local communities. The Colleges have developed courses in international business, identified local businesses interested in international trade development, distributed leads on international trade to local businesses via the World Trade Center Association System, and provided direct technical support to businesses.

Regional Environmental Business Resource and Assistance Centers

These centers develop, implement, maintain, and coordinate statewide programs and services designed to mitigate the impact of environmental compliance regulations. These regulations specify the manner in which businesses may handle, store, use, and dispose of hazardous materials. Also, they regulate air and water pollution and traffic congestion, as well as measures designed to minimize the production of waste. These centers will provide four basic services: (1) compliance counseling; (2) applied

technology counseling (including energy conservation); (3) financial counseling; and (4) environmental audit assistance.

Statewide Coordination Network and Locally-Based Statewide Program Coordination

Recognizing the need for a mechanism to deliver education, training, and technical services to business and industry on a statewide basis, the Chancellor's Office provided funds in 1988 to establish ED>Net, the Economic Development Network of California Community Colleges. A database and electronic bulletin board have been established to disseminate information on services available to business and industry through Community Colleges. The Network is the foundation for the ED>Net program.

In July 1989, the Chancellor's Office established a central contact for employers seeking the services of Community Colleges. The ED>Net telephone, with a "1(800)" number is staffed by specialists who can respond to questions, aid businesses in locating necessary services or resources, or help employers determine their training needs. Individual profiles of Community College programs are available through the Network.

Economic Development Program Committees

As a part of the statewide infrastructure for the Economic Development Program, a committee structure has been established to guide and coordinate the program. The Statewide Coordination Network and Locally-Based Statewide Program Coordination staff provides committee support and implement committee initiatives. An executive committee, an advisory council, and standing committees guide program policy, research, development, planning and implementation. The following standing committees include representatives from faculty, administration, and private and public employers:

- Applied Competitive Technologies;
- International Trade Development;
- Environmental Technologies;
- Business Resource, Assistance, and Innovation;
- Workplace Learning Resources;
- Contract Education Development; and
- Policy, Regional Coordination, and Marketing.

The major issues for the Economic Development Program committees are:

- Business formation, innovative practices, and retention;
- Global competitiveness and international trade;
- Technology application and deployment;
- Environmental education and compliance;

- Professional development, education, and certification;
- Continuous quality improvement;
- Workplace learning, literacy, and assessment; and
- Coordination and delivery of educational services to California employers.

Each Locally-Based Statewide Program has staff support for administration and coordination. Activities include:

- Development and implementation of projects identified by the ED>Net Executive Committee, standing committees, and the Vice Chancellor for Economic Development and Vocational Education;
- Preparation and maintenance of all required performance data and reports;
- Communication, technical and staff support to appropriate initiative and project advisory committees;
- Statewide and national liaison activities;
- New program development;
- Administrative staff support to the Executive Director of ED>Net; and
- Development of an ED>Net plan for each of the Locally-Based Statewide Programs which support the Economic Development Program.

Workplace Learning Resource Centers

Business and industry is experiencing a crisis in getting and hiring employees with adequate basic and intermediate skills to perform entry-level and technical jobs according to reports from sources, including the California Business Roundtable, the California Senate Office of Research, the California Chamber of Commerce, and the United States Department of Labor. Those skills include English, reading and writing, simple computation, oral and aural communications skills, critical thinking, team-work, and problem-solving skills.

Job-specific tasks require different applications of basic and intermediate skills from those which are taught in traditional education classes or other academic environments. Training programs which include the basic and intermediate skills in the context of job tasks are needed. Because constant advancement of technology and reconfiguration of business and industry structures cause job tasks to be "fluid," it is important to view workforce programs as an ongoing, integral part of employee training. Effective workforce learning programs are those which are designed to meet the needs of the organization and the worker by successfully translating learning into improved job performance.

Currently, the Community Colleges serve business and industry with a variety of workplace learning and development resources such as occupational-specific assessment, task analysis, basic skills, English as a Second Language (ESL), literacy, computation, problem solving, analytical skills, teamwork, and the organization of work. The resources currently available need to be brought together in a format so that the needs of businesses can be met effectively and in a timely manner. In addition, many Colleges need assistance in building the capacity to deliver workplace learning resources programs. In March 1990, the Executive Committee of ED>Net formally established a new standing committee to develop and guide a program to implement its Workplace Learning Resources (WpLR) initiative. The committee has defined its mission and developed a draft proposal for funding Workplace Learning Resource Centers throughout the state.

One of the stated goals of the Chancellor's Office Economic Development Program is to deliver Workplace Learning Resources through the statewide network on a regional basis. The intent is to establish WpLR Centers that will serve employers on a customized worksite program basis as well as at locations central to smaller businesses wishing to send individual employees. These centers will be established at strategic locations within the Community College system statewide and coordinated by the ED>Net program.

A Request for Qualifications was drafted and administered statewide. Eighteen Colleges were recommended for designation and funding. A Budget Change Proposal has been developed with assistance from the committee and submitted to the Department of Finance. Currently, progress is dependent on successful State funding and the leveraging of federal resources to match State funding. Four of the centers recommended for funding were partially funded with Vocational Education Act funds. These projects will begin in January 1992.

The Workplace Learning Resources Standing Committee of ED>Net has laid the foundation for the development of such centers in California. The Committee has members from Community Colleges (faculty as well as managers) and business/industry. Each center will share the following characteristics:

- Each center will provide direct services to business, industry, unions, and government agencies, house professionals who could serve as regional staff developers for the Community Colleges and the clients, and serve as a reference/resource/research center.

- Each center will have the capacity to deliver assessment services which include analysis of training needs and assessment of job and workplace skills.

- Each center will offer instruction in a variety of modes geared to workplace learning for basic and intermediate skills as determined by the assessment.

Technical training needs identified by the assessment program will be referred to other appropriate ED>Net centers.

- Each center will serve as a demonstration site; and as a consultant to establish new resource centers as well as assist with developing related programs and services.

The Chancellor's Office, California Community Colleges, through ED>Net's Workplace Learning Resources Standing Committee, intends to establish ten (10) regional Centers focused on offering programs and services that will address the workplace learning and literacy needs of employers.

Regional Economic Development and Contract Education Technical Support, and In-Service Training Coordination

Businesses in California are placing greater demands on the Community College system to provide delivery of contractual training services. In response to the demand for these services, the statewide Technical Support Program was expanded in July 1990 to two consultants, one serving Northern and Central California and the other serving Southern California. ED>Net has published a *Contract Education Handbook* to assist Colleges that want to provide contract education services.

Six Community Colleges are serving as regional hosts to help ED>Net market services, identify needs, and coordinate training in their regions. Their leadership role is critical in bringing Colleges together to meet both internal and external regional training needs. These host Colleges identify regional issues, and plan and coordinate an annual conference. They also coordinate and sponsor the training and updating of Community College faculty and administrators.

Employer-Based Training Annual Projects

The intent of this program is to expand employer-based training by providing funds that are matched from other sources. Proposed projects are new to the Community College geographic service area, are designed to meet new or changing job opportunities ties, or are in new or emerging technological fields and supported by public resources. The projects assist Community Colleges in serving businesses with training needs and also leverage support from local business, industry, and labor. Finally, they meet immediate and future labor market needs and foster innovation.

Economic Development Training Set-Aside

The Chancellor's Office and the California Department of Commerce (CDC) have agreed to cooperatively support efforts by Community Colleges to assist in serving new business starts, expanding existing businesses, and attracting businesses to California through a program that meets the training needs of new businesses. The Chancellor's Office has set aside a portion of the available Economic Development

Program funds for projects developed in cooperation with the California Department of Commerce to promote the creation of new businesses in the state. The funds are available throughout the year through Applications for Funding, prepared in cooperation with local economic development entities, CDC, and staff of the Chancellor's Office.

A proposed education and training program may be packaged as part of a prospectus prepared by a local development agency or the CDC with a local Community College. Applications for Funding for the Economic Development Training Set-Aside are accepted on a continuous basis for training projects that are part of a new business start-up, site location, or business expansion. These set-asides provide Community Colleges with the flexibility and funding to develop and deliver quality training to a business creating new jobs.

Vocational Educational/Technology Instructor and Career-Counselor In-Service Training

Funds for this program are intended to increase the competencies and effectiveness of vocational education/technology instructors and career-counselors, and to update existing curricula and develop new ones. Therefore, emphasis is placed on those occupations undergoing the most rapid technological changes. A current program targets the need for actual hands-on experience at the worksite by providing individual instructors or counselors with minimum six-week structured worksite assignments.

Overall, the Vocational Education/Technology Instructor and Career-Counselor In-Service Training Program has benefited students by providing updated and new curricula; new courses and instructional methods; new equipment, either purchased or donated; increased job placement; and new linkages with the private sector.

Technical Instructor Intensive In-Service Training

Of the total funds allocated, $300,000 is set aside from the Vocational Education/ Technology Instructor and Career-Counselor In-Service Training Program. These funds will be awarded to additional projects on a developmental application basis that include an intensive training component prior to the structured 120-hour worksite experience.

Environmental Hazardous Materials Technology (EHMT) Training Program

California's Community Colleges are ideally suited to respond to the training and technical services needs of business, industry, and public agencies. Under this program, Colleges provide a pool of trained technicians who have completed a certificate or associate degree in environmental hazardous materials technology. The program helps California industry comply with State and local regulations on hazardous materials and provides training opportunities within industry for hazardous materials handling.

Model Community Economic Development Programs

These programs have been instrumental in stimulating and focusing economic development activities in their regions. Funds are provided to help Community Colleges participate in local community economic development activities. Although funding is limited, the program has the added dimension of providing technical services to other Colleges that wish to replicate all or parts of the models in their regions. The resulting products, such as "How To" manuals, handbooks, curricula, survey instruments, marketing materials, and project reports, are disseminated through ED>Net to all Community Colleges, and regional training sessions are provided to help Community Colleges understand the practical application the model may have for them.

Project Evaluation and Annual Report

An annual or biennial performance review is performed and a report is prepared, printed, and disseminated. The report provides overviews of programs, performance indicators, results and characteristics of participants and recipients of services. A copy of the last annual report is available upon request to the Chancellor's Office Economic Development Program staff at (916) 327- 5496

Requests for Funding for 1992-93

Outlined below are the general criteria common to all of the requests for funding, together with a general description of the procedures followed in processing those requests. Each of the Requests and Applications for Funding have criteria and minimum standards that reviewers follow in determining the eligibility of proposals. The Request for Proposals (RFP) has broad criteria and guidelines for the approach and scope of the project. The Request for Qualifications (RFQ) has very prescriptive criteria that require a minimum scope of work to be performed. The Application for Funding requires a preliminary letter of *intent-to-apply*, a draft application, and a site visit prior to an invitation to submit a formal application. Letters of intent-to-apply may be submitted on an unsolicited basis at any time during the program year. The Application for Funding criteria are general in nature.

Eligibility Criteria

The Chancellor's Office has prepared three Requests for Proposals, three Applications for Funding, and eight Requests for Qualifications, all of which address the Economic Development Program.

The three RFPs are for projects that will enable Community Colleges to develop programs that address specific business assistance economic development needs in their service areas and provide professional development training and worksite

experience to their instructors. They include the Business Resource Assistance and Innovation Network, Employer-Based Training Program, and the Vocational Educational/Technology Instructor and Career-Counselor In-service Training Program.

Projects submitted under the Economic Development Training Set-Aside; Technical Instructor Intensive In-service Training; and Model Community Economic Development programs are accepted on a continuous application basis.

The eight RFQs, which have very prescriptive criteria, address specific programs: Centers for International Trade Development; Centers for Applied Competitive Technologies; Workplace Learning Resource Centers; Regional Environmental Business Resource and Assistance Centers; Environmental Hazardous Materials Technology Training Program; the Project Evaluation and Annual Report; Statewide Coordination Network (ED>Net) and Locally-Based Statewide Program Coordination; and Regional Economic Development and Contract Education Technical Support and In-Service Training Coordination.

General Criteria

All RFPs, RFQs, and Applications for Funding must:

- Provide a description of the proposed project, including its specific objectives, location, and anticipated duration. The project should be of sufficient length to provide optimum skill development.

- Provide a description of the financial and in-kind contributions to be used in conjunction with the funds. There is a dollar-for-dollar matching requirement.

- Provide a final report that includes an evaluation of the program, and agree to coordinate with the Chancellor's Office in the dissemination of project results.

- Utilize and coordinate existing federal, State, local, or private financial resources where feasible. Proposals must also demonstrate the participation of other agencies or private partners through their provisions of matching funds. They must also demonstrate that the critical part of the program for which funding is requested cannot be funded from other sources (e.g., ADA, Other Categorical, the Private Industry Council (JTPA), Employment Training Panel, GAIN, etc.).

Specific Criteria

In addition to the general criteria established, each program has specific criteria that are more prescriptive and related to the subject areas of the program. These criteria

are developed by the ED>Net Standing Committee responsible for the development of programs to implement the Economic Development Program initiative. Standing committees have representatives from business, Community College faculty and administration, and other interested State agencies or organizations. Typically, the process is as follows:

- A concept is presented to a committee for development of a program.
- A *needs analysis* is conducted and, if necessary, the committee may develop and implement a survey instrument to determine the scope and extent of the need for the program.
- A model or prototype program is developed under guidance of the committee through the use of experts in the field and subcommittees made up of Community College faculty and administrators with knowledge of the subject area.
- Criteria are developed that provide for program description, program goals, and a minimum required scope of work. The scope of work includes: objectives; work activities; timelines; milestones; and a budget guide for the program to be implemented.
- Final review, revision, and approval of the criteria are completed by the Chancellor's Office staff.

Proposal and Qualifications Review Process

Those who review the project proposals and/or qualifications are selected on the basis of subject area expertise. They represent State agencies, local educational agencies including faculty and administrators, business, industry, and/or labor. Reviewers are given copies of the RFPs or RFQs, together with the established criteria on which the proposals are to be judged.

The review consists of two phases. First, the review team evaluates the project proposals submitted. Those that meet or exceed the criteria and that receive the highest rating (number of points) are recommended for funding. Second, if necessary, a site review team then visits the Colleges recommended for funding to verify the accuracy of information provided. Specifically, the team verifies the: (1) financial support for the proposed project, (2) project's responsiveness to established program criteria, (3) availability of matching funds for the project, (4) budget justification, (5) College's ability to implement and manage the project locally, and (6) reasonable likelihood that the project can be institutionalized when funding has ended. Proposal notification letters will be sent to the presidents of Colleges whose projects have been approved. Immediately following notification, Chancellor's Office staff will negotiate the specific scope of work, budget, and timeline for each project. Continuing

programs are considered by application and reviewed based on past performance and proposed activities. Applications for Funding are reviewed by Chancellor's Office staff. Staff negotiate new program activities and objectives on an annual basis and recommend the programs to the Chancellor for funding. The Chancellor makes the decision to fund continuing programs.

Proposal and Qualifications Review Timelines

Mail Request for Proposals/Qualifications	January 31, 1992
Bidders' Workshops	February 11-21, 1992
Due Date	April 2, 1992
Reading Process	April 27-May 1, 1992
Notification of Award	May 5, 1992
Budget/Activity Negotiation	May 1992
Contract Mailed Out	June 1992
Project Start	July 1, 1992

Chancellor's Office Economic Development Program Staff Activities

Chancellor's Office Economic Development Program staff provide leadership and support to local Community Colleges in their efforts to provide education, training, and technical services to California business and industry. Staff develops and administers projects for activities in support of regional and statewide economic interest; provides liaison with the private sector for the development of partnerships, programs, and services; and works with federal, State and local agencies to help local Community Colleges provide services to support small business, economic development, and the retention of California business.

Economic Development Program Staff

Terry Carbajal, Contract Support	(916) 322-4004
Teresa Parkison, Program Assistant	(916) 322-6292
Kelly Pierson, Clerical Support	(916) 445-0486
John Prentiss, Specialist	(916) 327-5496

Requests for Additional State Funds

To sustain the current efforts and expand the Economic Development Program, four Budget Change Proposals (BCPs) have been prepared for 1992-93. If fully funded, the expanded program would include four new Small Business Development Centers, four Centers for Applied Competitive Technologies, three new Centers for International Trade Development, and additional technical support for the delivery of

Contract Education. Also, an additional Regional Environmental Business Resource and Assistance Center would be created.

The BCPs would increase funding for Employer-Based Training Annual Projects, the Community Colleges Economic Development Network, Model Community Economic Development Programs, and the Economic Development Training Set-Aside.

The BCPs also include a plan to deliver Workplace Learning Resources on a regional basis. Funds have been requested for ten new Workplace Learning Resource Centers to be established at strategic locations statewide and coordinated by the ED>Net Program.

This additional funding would expand the scope of the Vocational Education/Technology Instructor and Career-Counselor In-Service Training Program to provide for intensive training for instructors. The outcome would be the development of new programs and highly skilled instructors in relevant new fields.

The Chancellor's Office has proposed to integrate ED>Net into its current state-level organization. If approved, the ED>Net staff would become part of the Economic Development Unit in the Chancellor's Office. This proposal also would ensure the continued strength of ED>Net and clearly identify it as a major mission of the California Community Colleges.

Economic Development Funding Plan
Summary

1992-93

PROPOSED REVENUES	Revenues
1992-93 Funding Level	$ 6,306,000
1992-93 Budget Augmentation Requested	$ 7,745,000
Total	**$ 14,051,000**

PROPOSED EXPENDITURES	Continuing Programs	New Programs*	Totals
Business Resource, Assistance, and Innovation Network	$ 1,552,740	$ 600,000	$ 2,152,740
Centers for Applied Competitive Technologies	720,000	400,000	1,120,000
Centers for International Trade Development	600,000	255,000	855,000
Regional Environmental Business Resource and Assistance Centers	100,000	300,000	400,000
Workplace Learning Resource Centers	0	2,500,000	2,590,000
Statewide Coordination Network and Locally-Based Statewide Program Coordination	1,143,818	400,000	1,443,818
Regional Economic Development and Contract Education Technical Support and In-Service Training Coordination	362,406	310,000	672,406
Employer-Based Training Annual Projects		1,660,978	1,660,978
Economic Development Training Set-Aside		500,000	500,000
Vocational Education/Technology Instructor and Career-Counselor In-Service Training		1,050,000	1,050,000
Technical Instructor Intensive In-Service Training		1,000,000	1,000,000
Environmental Hazardous Materials Technology (EHMT) Training Program		40,000	40,000
Model Community Economic Development Programs		580,000	580,000
Project Evaluation and Annual Report		76,000	76,000
Total	**$ 4,555,022**	**$ 9,459,978**	**$ 14,051,000**

* The final number of new programs will depend on the 1992-93 Budget Augmentation Request, and may be lower than the number proposed.

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